



## **NATIONAL LAW UNIVERSITY DELHI**

Sector -14, Dwarka, New Delhi – 110078

### **CALL FOR APPLICATIONS – SOCIAL MEDIA CONSULTANT (FREELANCER)**

The National Law University Delhi ('University'), through its Centre for Innovation, IP and Competition (CIIPC), is seeking to engage a Social Media Consultant (Freelancer). The assignment will be for 45 days i.e from 20<sup>th</sup> April to 03<sup>rd</sup> June 2024 on a lumpsum payment basis.

#### **About the Assignment**

The National Law University has recently launched the Joint Masters/LL.M. in Intellectual Property Law and Management which is being jointly offered by the National Law University Delhi (NLUD), World Intellectual Property Organization (WIPO) and Office of Controller General of Patents, Designs and Trade Marks (CGPDTM – Indian IP Office). The first edition of this programme seamlessly blends Intellectual Property Law expertise with cutting-edge management principles. This unique programme adopts a dual track approach wherein the Masters of Arts in Intellectual Property Law and Management (M.A. Degree Programme)/ Master of Law in Intellectual Property Law and Management (LL.M. Degree Programme).

#### **Duties/Responsibilities**

- Advising on social media trends for targeted audience
- Developing and executing social media strategy
- Ideating content for social media posts
- Monitoring the success of social media campaigns and creating regular reports
- Effectively handle LinkedIn, Twitter, YouTube and Instagram for running organic and inorganic campaigns
- Track and manage analytics of all communication platforms
- Any other work that may be necessary under the direct supervision of Programme Director

#### **Qualification and Requirements**

- An undergraduate/postgraduate degree in Journalism, English, Mass Communications, Public Relations or related discipline. Candidates with a master's degree and relevant working experience may be preferred.
- Proven track record of successful social media work.
- Thorough understanding of all social media platforms, knowledge of social media analytics.

- Experience with building and maintaining social media presence.
- Candidates who are detail oriented, with exceptional time management and organizational skills.
- Excellent writing and communication skills required.
- The Candidate should be collaborative and should possess the ability to work independently.

### **Compensation**

- A lumpsum payment of Rs. 80,000 to 1,00,000/- provided (Based on the milestone achieved) for the entire assignment (10% TDS deducted). (Commensurate with qualification & experience). No additional benefits/perks will be provided.

### **Application Process**

Interested persons may send their CV, portfolio of their work and a statement of Social Media Strategy sharing their interest in the IP Joint Masters/LL.M. programme (<https://nationallawuniversitydelhi.in/ip/about.html> ). The Strategy Statement must not exceed 1000 words. The social media strategy must contain how the candidates will initiate a plan based on the programme requirements in order to target quality applications.

Applications and documents will be accepted only through the [Google form link](#)

The candidates invited for the online interview shall be in 1:4 ratio after screening the candidates for qualifying in above points.

**Deadline:** Applications must reach us no later than **17th April 2024 by 5 PM**, after which the applications will not be accepted.

### **Duration of the Assignment**

The assignment shall be for 45 days i.e from 20<sup>th</sup> April 2024 to 03<sup>rd</sup> June 2024

### **NOTE**

- National Law University, Delhi is an equal opportunity workplace.
- The University reserves the right to conduct interviews to fill this position after an internal screening process.
- The position should not be considered as a permanent/contractual appointment with the university in any way.
- National Law University Delhi reserves the right not to fill the position.
- The interviews will be conducted on campus/online and the Social Media Consultant (Freelancer) is expected to commence the work latest by 20<sup>th</sup> April 2024.

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